

100

YOU WILL RECEIVE TWO FREE TICKETS TO THE STRAND THEATRE

New Play at the Strand
"THE YELLOW TICKET"
Starring
Elaine Land and Janet Murray

If You Find Your Name Listed Among the Want Ads
Of Tonight's Issue

HOW TO QUALIFY

Consented among the Want Ads in this section daily will be found names of Edmonton citizens. Should your name appear, call at the Bulletin Office before 8 a.m. and you will receive a ticket which will admit two persons to the Strand Theatre.

Announcements

COMING EVENTS

CANADIAN LEGION WINTER DRIVE. The drive at the Canadian Legion, 1000-1010, 1015-1020, 1025-1030, 1035-1040, 1045-1050, 1055-1060, 1065-1070, 1075-1080, 1085-1090, 1095-1100, 1105-1110, 1115-1120, 1125-1130, 1135-1140, 1145-1150, 1155-1160, 1165-1170, 1175-1180, 1185-1190, 1195-1200, 1205-1210, 1215-1220, 1225-1230, 1235-1240, 1245-1250, 1255-1260, 1265-1270, 1275-1280, 1285-1290, 1295-1300, 1305-1310, 1315-1320, 1325-1330, 1335-1340, 1345-1350, 1355-1360, 1365-1370, 1375-1380, 1385-1390, 1395-1400, 1405-1410, 1415-1420, 1425-1430, 1435-1440, 1445-1450, 1455-1460, 1465-1470, 1475-1480, 1485-1490, 1495-1500, 1505-1510, 1515-1520, 1525-1530, 1535-1540, 1545-1550, 1555-1560, 1565-1570, 1575-1580, 1585-1590, 1595-1600, 1605-1610, 1615-1620, 1625-1630, 1635-1640, 1645-1650, 1655-1660, 1665-1670, 1675-1680, 1685-1690, 1695-1700, 1705-1710, 1715-1720, 1725-1730, 1735-1740, 1745-1750, 1755-1760, 1765-1770, 1775-1780, 1785-1790, 1795-1800, 1805-1810, 1815-1820, 1825-1830, 1835-1840, 1845-1850, 1855-1860, 1865-1870, 1875-1880, 1885-1890, 1895-1900, 1905-1910, 1915-1920, 1925-1930, 1935-1940, 1945-1950, 1955-1960, 1965-1970, 1975-1980, 1985-1990, 1995-2000, 2005-2010, 2015-2020, 2025-2030, 2035-2040, 2045-2050, 2055-2060, 2065-2070, 2075-2080, 2085-2090, 2095-2100, 2105-2110, 2115-2120, 2125-2130, 2135-2140, 2145-2150, 2155-2160, 2165-2170, 2175-2180, 2185-2190, 2195-2200, 2205-2210, 2215-2220, 2225-2230, 2235-2240, 2245-2250, 2255-2260, 2265-2270, 2275-2280, 2285-2290, 2295-2300, 2305-2310, 2315-2320, 2325-2330, 2335-2340, 2345-2350, 2355-2360, 2365-2370, 2375-2380, 2385-2390, 2395-2400, 2405-2410, 2415-2420, 2425-2430, 2435-2440, 2445-2450, 2455-2460, 2465-2470, 2475-2480, 2485-2490, 2495-2500, 2505-2510, 2515-2520, 2525-2530, 2535-2540, 2545-2550, 2555-2560, 2565-2570, 2575-2580, 2585-2590, 2595-2600, 2605-2610, 2615-2620, 2625-2630, 2635-2640, 2645-2650, 2655-2660, 2665-2670, 2675-2680, 2685-2690, 2695-2700, 2705-2710, 2715-2720, 2725-2730, 2735-2740, 2745-2750, 2755-2760, 2765-2770, 2775-2780, 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"Zipp" Batteries

Suitable for light cars, or for your radio. Batteries backed by the EATON guarantee of service. Six volt and 12 plate. Guaranteed for 15 months.

JANUARY SALE

\$6.95

Tire and Tube

Size 29 x 1.40

Always a "best seller" when offered at this special price. Another lucky purchase allows a "free" new High grade 29 x 1.40 tire, with a drop non-skid tread, and a new rubber mounted tube. **JANUARY SALE**, this time.

\$6.25

—Auto Accessories, Department

Popular Toiletries Specially Priced
Colgate and Palmolive
Combined Economies

PAULMISTE SHAVING CREAM and one tube **COLGATE TOOTH PASTE** **35c**
COLGATE SHAVING LOTION and one tube **COLGATE TOOTH PASTE** **50c**
CLOVER LOTION for after-shave or for the hands and one tube **COLGATE TOOTH PASTE** **35c**
COLGATE TALCUM and one tube **COLGATE TOOTH PASTE** **25c**
PAULMISTE SHAMPOO, rubber shampoo cap, and one tube **COLGATE TOOTH PASTE**, all for **50c**
COLGATE TOOTH PASTE, all for **25c**
TWO TUBES **PAULMISTE SHAMPOO** and one tube **COLGATE TOOTH PASTE** **35c**

—Toiletries, Main Floor

CHILDREN'S GAITERS HALF PRICE

Sizes 6 to 8½. Regular \$1.00
Fine English cashmere yarns fashion these gaiters for school and playtime wear. They're pull-on style, but a trim row of buttons marches down the sides, and there are elastic bands at the top and under the instep. Several shades of fawn. Sizes 6 to 8½. Reg. \$1.00. **50c**

JANUARY SALE, HALF PRICE —Hosiery Section, Second Floor

LOVELY SERVICE SHEER HOSE

Full Fashioned—Panel Heeled
Economy to put aside a supply for all seasons—we can't often promise this quality at so low a price as 79c. The between texture so popular for day-in and day-out wear. A few pairs in grenadine chiffon are clearing in the grouping. The wanted daytime shades. Sizes 8½ to 10. Substandard. **JANUARY SALE** **79c**

—Hosiery Section, Second Floor

"BEAVER" IRONS SALE PRICED

A Limited Quantity at These Economies

A handy size in an efficient iron, the 6-pound weight. Heavily nickel in finish, and complete with a long cord and plug. **JANUARY SALE** **\$1.98**

—Electrical Goods, Second Floor, Annex

4 MANTEL RADIO SETS

The Four-Tube All-Electric "Echotte" I
For the Space-Saving Modern Home
A group of nationally known mantel models that embody latest 1932 radio-engineering developments. Designed for fine sensitivity, electricity, power and tonal beauty. Periodic tubes, full electric dramatic speaker. Excellent value! **JANUARY SALE** **\$39.75**

—Radios, Second Floor

—Available on Deferred Payments at an Equitable Extra Charge

"B" Batteries

For Your Radio

See them tried for full 45 volt-ampere and you'll be assured of their exceptional value at this price. **JANUARY SALE** **\$1.69 \$2.39**

—Radio Batteries, Second Floor, Annex

HERE ARE SALE PRIZES IN HEAVY SERVICE SILK STOCKINGS

A Dollar Is a Surprisingly Low Price for "Perfected" of this Line. Sizes from 8½ to 10.

Overmakes,—that's why the maker cleared them at a price that makes this value possible. Every stocking is perfect quality,—nine strand silk,—full-fashioned and finished with flattering panel heels. Well reinforced to give long, hard wear. A wide array of costume shades popular for this season. **JANUARY SALE**

—Hosiery Section, Second Floor

SMART "SCHOOL GIRL" FROCKS

An Important Sale Offer—EATON Value \$2.95

Wool crepe frocks,—jersey knit frocks,—in youthful Paris-favored styles pretty enough for best.

There's a style with rows of smocking and a jagged collar in a light color; another with bright buttons marching in line—several for choice, all beautifully made and finished. A wide color range. Sizes for 7 to 14 years. **JANUARY SALE** **\$1.95**

—Girls' Dresses, Second Floor

Felt and Velvet Hats

Come at Store Opening!

Finish out the season with the chic of a new hat hat — at a price that's too there and usually pay for a pair of silk stockings. Here are popular shapes for children — brims, turbans, top caps — self-trimmed or becoming with soft mitered sides or wide, floppy veils. Regular \$1.45. **JANUARY SALE** **69c**

—Millinery, Second Floor

EVERYBODY'S CANDY TREAT

RASPBERRY DROPS 15c LB.

Always a popular choice for the "candy" crowd, these "drops" give a most popular economy at 15c. They look like ripe raspberries, and have the delicious tartness of the fruit (made from fruit). From the EATON Candy Shop. —Candy Counter, Main Floor

QUALITY MAINTAINED—VALUE EXTRAORDINARY

BLOOMERS AND PANTIES

Clearaway! Perfect and substandard qualities in a make of lingerie famous for excellence in fabric and tailoring.

They're knit of fine rayon yarns in the silky smooth or the non-run stitch. Lovely patterns; small, medium or large sizes. **JANUARY SALE** **79c**

—Lingerie, Second Floor

Tots' Play Suits Third Off

Two three-piece winter play suits of norette or black and white. Zipper closings on the jacket and leggings. Red, blue, green or brown, and sizes for 2 to 5 years. **JANUARY SALE** **\$3.97 to \$4.63**

—Children's Wear, Second Floor

LAST DAY OF ECONOMY EVENT IN STAPLES, BEDDING, YARD GOODS

Urging Early Shopping to Check Up and Stock Up on Wanted Household Supplies

Blankets and bedspreads—sheets and slips,—towels galore! In this part of the January Sale are values that make the sheeting bleached or unbleached, will be hemmed without charge,—that there are comforters, cotton and down-filled,—that there are lustrous rayon fabrics to be yarded off. Don't miss this opportunity to save!

BATH TOWELS—Four size. **JANUARY SALE** **39c 59c 69c 85c**
RAYON BEDSPREADS—**\$2.69**
UNBLEACHED SHEETING—61-inch. **JANUARY SALE** **55c**
UNBLEACHED CHEMISECLOTH—**10 25c**
DOWN COMFORTERS—**69.95**
RAYON FABRICS—26-inch. **JANUARY SALE** **19c and 29c**
CHINTZ COMFORTERS—**\$2.75**
GREY WOOL BLANKETS—**\$1.95**

—Staples, Bedding and Yard Goods, Second Floor

Mens'-Boys' Clothing and Furnishings

PRICES UNIFORMLY LOW—PAY LESS—LIVE BETTER

MEN'S SALE SOCKS

Great Good Value

Smart and dressy socks of interwoven yarns that are a practical assurance of months of wear. Fine wool for warmth,—cotton for comfort,—silk yarns for a dressy patterning.

They're shapely in fit, with soft ribbed toes. Well reinforced. Colors and patterns galore! 10 to 11½. **JANUARY SALE** **39c**

—Men's Socks, Main Floor

MEN'S LEATHER BOOTS AND OXFORDS

Kick Their Heels Under a Low Sale Price

Shoes that started out the season at two and three dollars more,—and on a good value basis. The choice in styles and sizes is broken, so they march into sale ranks with generous economies. Uppers are smooth vici kid or calf leathers and soles are Goodyear woven. Each pair is fitted with rubber heels. Sizes from 6 to 11. **JANUARY SALE** **\$4.95**

—Men's Footwear, Main Floor

BIG HEFTY WOOL COAT SWEATERS SALE PRICED

Clearance! Sweaters that usually ask \$3.50,—marked with good value-giving at that. Just the thing for outdoor sports wear in all seasons,—ideal for skating or curling or nocey. They're knit in heavy dunno or varsity stitch from all-wool yarns. Deep shawl collars roll down into full buttoned fronts. Two handy pockets. Black, white, red or brown, and some with contrasting trims. Sizes from 34 to 44. **JANUARY SALE** **\$2.95**

On Sale at \$3.50 Tomorrow! **JANUARY SALE**

BOYS' THREE-PIECE SUITS TO CLEAR

Sturdy Tweeds in a Broken Size Range from Six to Fifteen Years

From one to three dollars to save on the price of a well-made suit for your lad, Saturday! Three-piece outfits tailored with precision in every detail, from materials that will stand up to all sorts of hard wear,—tweeds in herringbone patterns and novelty weaves, in colors of light and dark greys, and browns. Double-breasted coat, vest and one pair of long, and in the small size, coat, golf bloomers and open-knee knickerbockers. Reg. \$9.95 to \$8.95. **JANUARY SALE** **\$5.95**

—Boys' Wear, Main Floor

BOYS' HELMETS REDUCED

Black and Tan Sheepskin and Mole-skin Cloth

Most of them have goggles, and all feature snugly under the chin with snap fasteners. Black or tan sheepskin or with plush-lined interiors. Regularly \$5 to \$10, but only 50¢ in all, no least sleep early, boys. **JANUARY SALE** **75c**

—Boys' Wear, Main Floor

HEAVY WINTER CAPS

Heavy tweed in novelty weaves and check patterns make warm caps for winter wear. Grey and brown shades. Fur lined ear bands. A few tie-top, fur-trimmed styles included. Sizes 6½ to 7½. **JANUARY SALE** **\$1.00**

—Men's Wear, Main Floor

EATON GROCERETRIA

PRICES UNIFORMLY LOW—PAY LESS—LIVE BETTER

SUGAR—Granulated. **20 lb. ctns.** **\$1.05**

ROLLED OATS—Quaker or Old. **7 lb. ctns.** **27c**

COOKING—**1 lb. ctns.** **22c**

SOAP—**7 bars.** **25c**

BUTTER—**3 lbs.** **65c**

EGG—**1 doz.** **17c**

9 A.M. SPECIAL—**15c**

2 30 to 3 30 SPECIAL—**21c**

3 30 to 4 P.M. SPECIAL—**16c**

4 30 to 5 P.M. SPECIAL—**16c**

5 30 to 6 P.M. SPECIAL—**16c**

6 30 to 7 P.M. SPECIAL—**16c**

7 30 to 8 P.M. SPECIAL—**16c**

8 30 to 9 P.M. SPECIAL—**16c**

9 30 to 10 P.M. SPECIAL—**16c**

10 30 to 11 P.M. SPECIAL—**16c**

11 30 to 12 P.M. SPECIAL—**16c**

12 30 to 1 P.M. SPECIAL—**16c**

1 30 to 2 P.M. SPECIAL—**16c**

2 30 to 3 P.M. SPECIAL—**16c**

3 30 to 4 P.M. SPECIAL—**16c**

4 30 to 5 P.M. SPECIAL—**16c**

5 30 to 6 P.M. SPECIAL—**16c**

6 30 to 7 P.M. SPECIAL—**16c**

7 30 to 8 P.M. SPECIAL—**16c**

8 30 to 9 P.M. SPECIAL—**16c**

9 30 to 10 P.M. SPECIAL—**16c**

10 30 to 11 P.M. SPECIAL—**16c**

11 30 to 12 P.M. SPECIAL—**16c**

12 30 to 1 P.M. SPECIAL—**16c**